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CLAIMS:

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1. A liquid crystal displaying apparatus capable of displaying a color image comprising a liquid crystal panel in which each main pixel unit including a red sub-pixel, a green sub-pixel, a blue sub-pixel and a luminance-enhancing sub-pixel characterized by comprising:

calculation means for calculating digital output values Ro, Go and Bo for driving said red sub-pixel, said green sub-pixel and said blue sub-pixel, respectively, from digital input values Ri, Gi and Bi respectively for said red sub-pixel, said green sub-pixel and said blue sub-pixel and a predetermined digital value W for driving said luminance-enhancing sub-pixel so that a relationship of Ri:Gi:Bi = (Ro+W):(Go+W):(Bo+W) is satisfied, said values Ri, Gi and Bi being obtained from an input color image.

- 2. A liquid crystal displaying apparatus according to claim 1 characterized in that said digital value W is obtained in accordance with a function represented by a formula W = f(Ymin) where Ymin is a minimum value of said digital input values for said red sub-pixel, said green sub-pixel and said blue sub-pixel.
- 3. A liquid crystal displaying apparatus according to claim 1 characterized in that said digital value W is obtained in accordance with a function represented by a formula W = f(Ymax, Ymin) where Ymax and Ymin are a maximum value and a minimum value, respectively, of said digital input values for said red sub-pixel, said green sub-pixel and said blue sub-pixel.
- 4. A liquid crystal displaying apparatus according to claim 3 characterized in that said function represented by said formula W = f(Ymax, Ymin) is a function which monotonously increases as a value of said Ymax value or said Ymin value becomes larger.
- 5. A liquid crystal displaying apparatus according to claim 3 characterized in that said formula of W is given by a function in which said Ymin is a variable with said Ymax

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being a constant and in that said function represented by said formula W = f(Ymax, Ymin) is a function which monotonously increases as a value of said Ymin becomes larger.

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6. A liquid crystal displaying apparatus according to any one of claims 1 to 5

5 characterized in that said digital input values Ri, Gi and Bi for said red, green and blue subpixels obtained from said input color image are converted respectively into RI, GI and BI as
values having a dimension of luminance, and in that a relationship of RI:GI:BI =

(RO+WO):(GO+WO):(BO+WO) is satisfied when luminance values for said red sub-pixel,
said green sub-pixel, said blue sub-pixel and said luminance-enhancing sub-pixel are

10 represented by RO, GO, BO and WO, respectively.